San Diego County Water Authority 2011 Public Opinion Poll City of San Diego



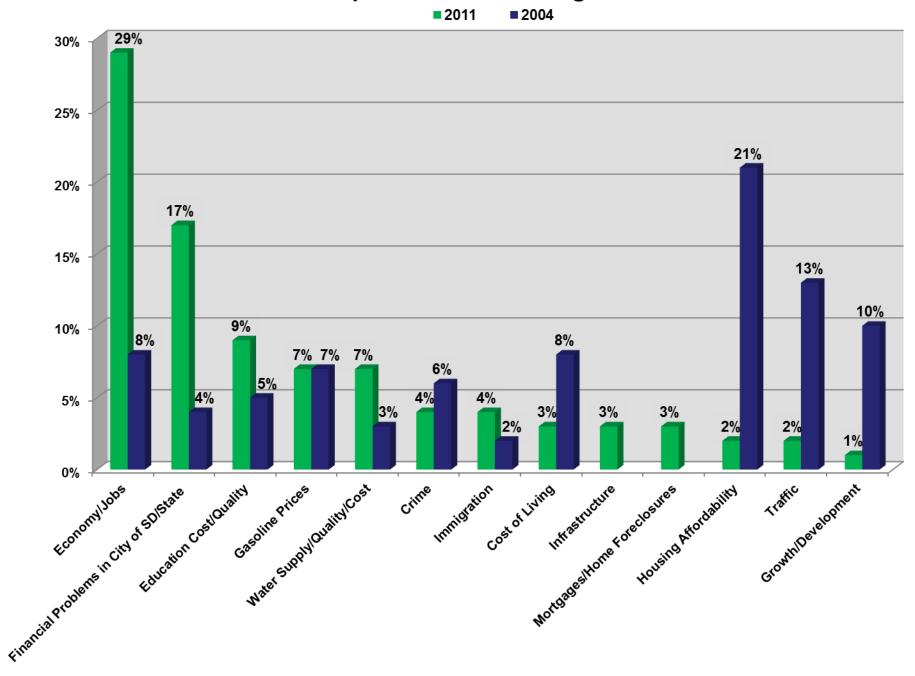
- Prepared by
 Rea & Parker Research
- August 2011
- Principal Researchers:
 - Richard A. Parker, Ph.D.
 - Louis M. Rea, Ph.D.



2011 Public Opinion Poll

- Water Authority survey n = 821
- City of San Diego residents: n = 403 (+/- 4.9% @ 95% confidence)
 - 45 cell-phone only respondents
- Primary Survey Objectives: Identify...
 - Level of public concern about cost of water and rising rates
 - Tolerance for additional rate increases to support reliability projects
 - Drivers for recent reductions in water use
 - Likelihood for regional water use to "rebound"
 - City of San Diego Water Purification Demonstration Project

Most Important Issue Facing Residents

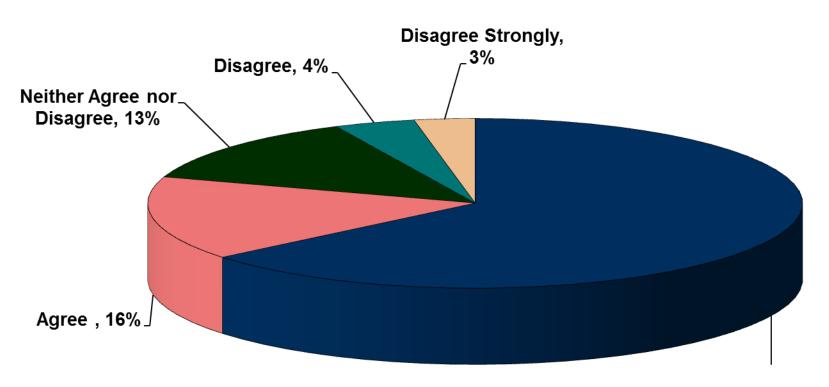


Diversification Programs

- Considerable agreement with strategy to improve reliability through diversification
- Water conservation has more support than both desalination and water recycling (albeit slight).

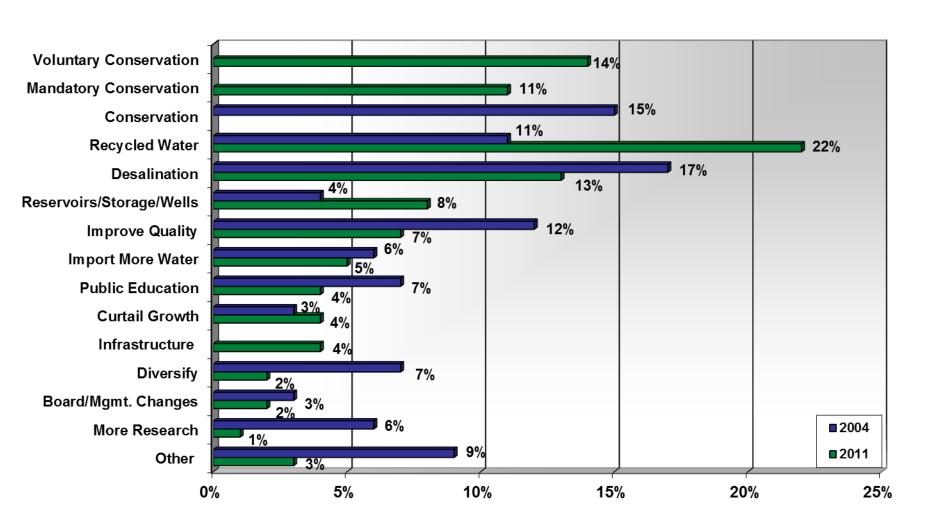
Opinion about Diversification Plan

(scale: 1= Agree Strongly..5= Disgaree Strongly---mean = 1.66)



Agree Strongly, 64%

Most Critical Thing that Can be Done to Ensure Safe and Reliable Water Supply

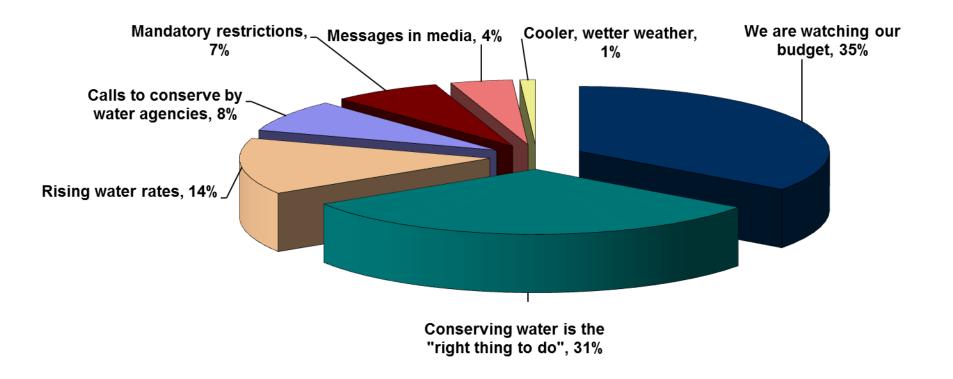


Conservation

- More than 1/4 have reduced their water usage during the past year
 - Almost 82% consider these reductions to be permanent
 - Primary reasons for conservation are cost and budget considerations and "right thing to do."
- Among all respondents, more than 80% would continue to comply with water use restrictions even if no longer mandatory
 - Reasons: Proper ethic, have learned to live with less, and must provide for future
- Mixed opinion about making restrictions permanent

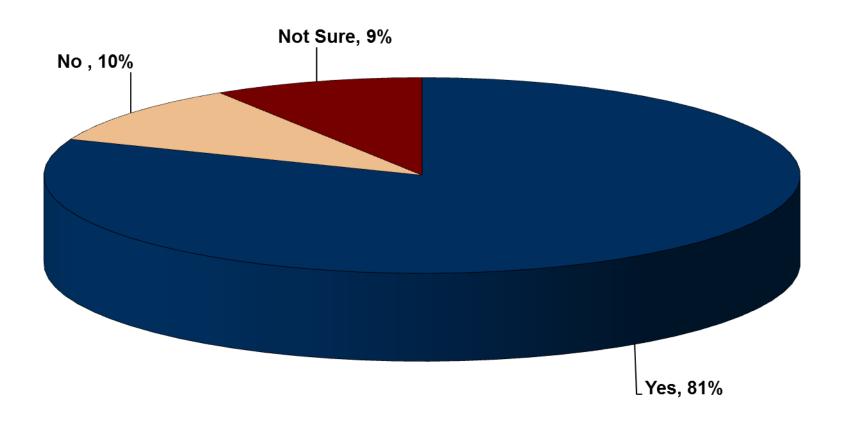
Chart Primary Motivation for Water Use Reduction

(among 28 percent of households that have reduced water use in past year)



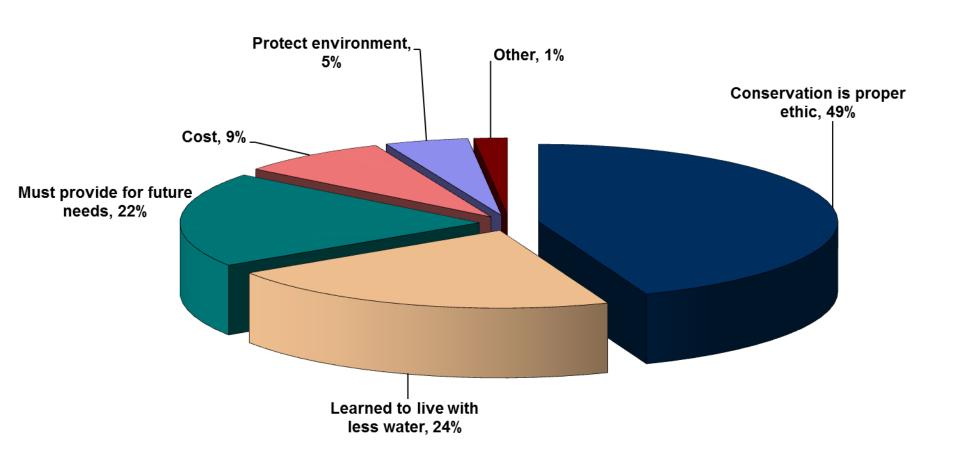
82% believe that their reductions are permanent

Continue to Observe Restrictions Even if Lifted?

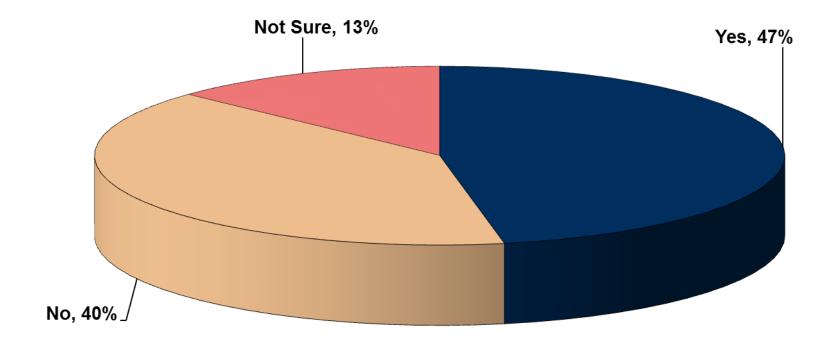


Reasons for Continuing to Conserve after Restrictions Lifted

(among 81 percent who indicated that they would continue to observe restrictions)



Make Restrictions Permanent

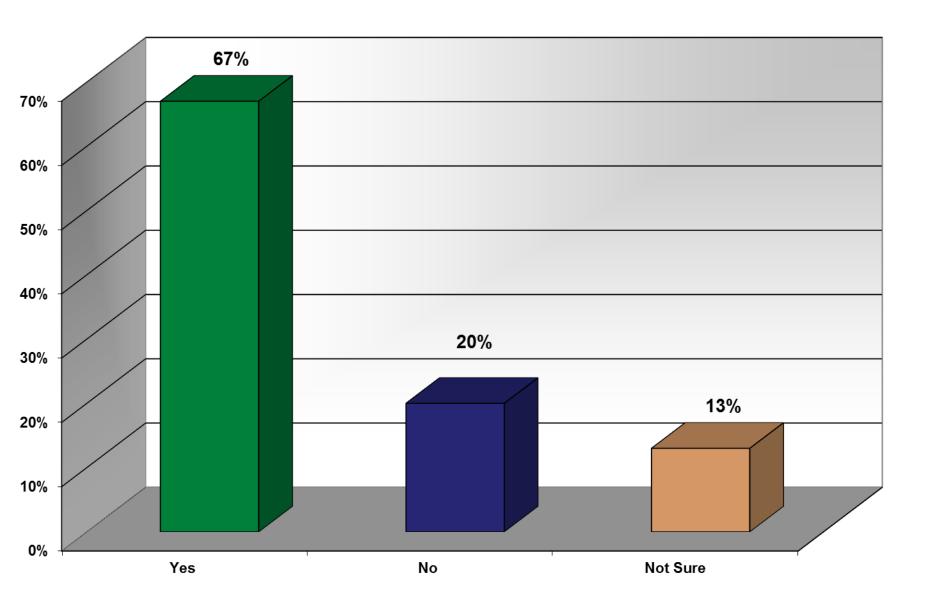


Recycled Water for Drinking

- Two-thirds indicate that they think that treating recycled water for safe drinking is possible
 - 13% not sure

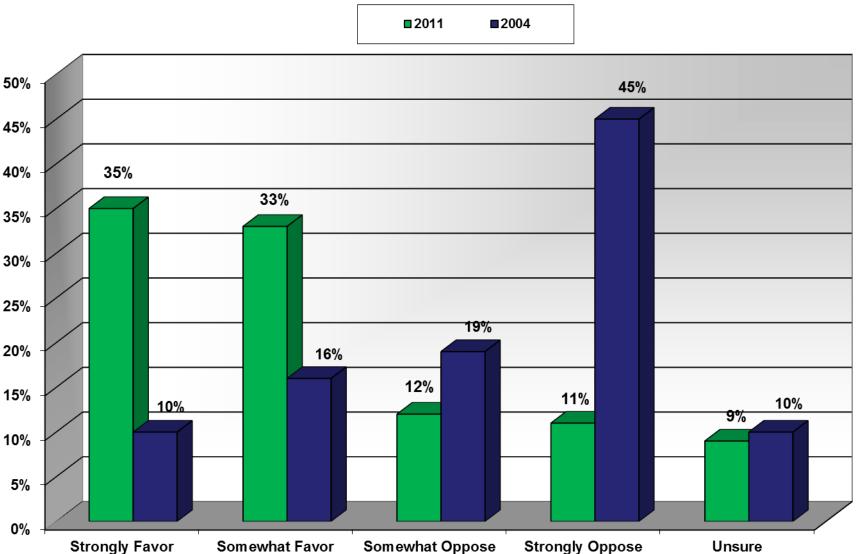
- Considerable increase in favorability for drinking recycled water from 2004
- Water Purification Demonstration Project not well known
 - Once informed—three-fourths favorable

Possible to Further Treat Recycled Water Used for Irrigation to Make It Pure and Safe for Drinking

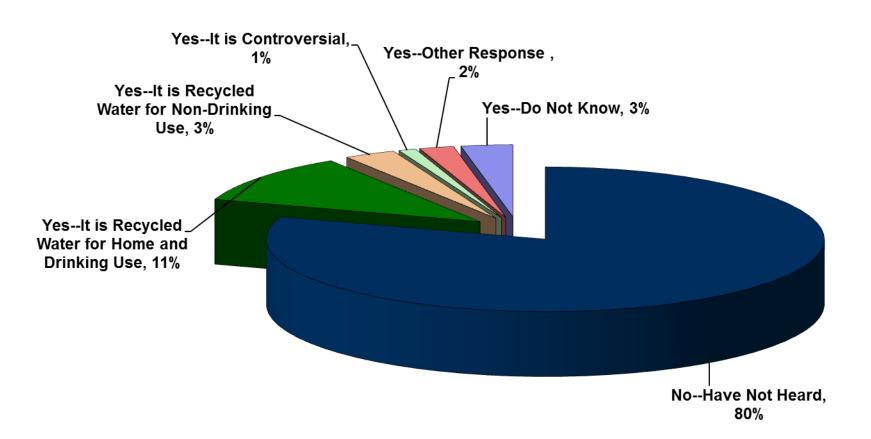


Opinion About Using Advanced Treated Recycled Water as an Addition to Drinking Water Supply

(scale 1 = Strongly Favor..5 = Strongly Oppose--mean = 1.99)

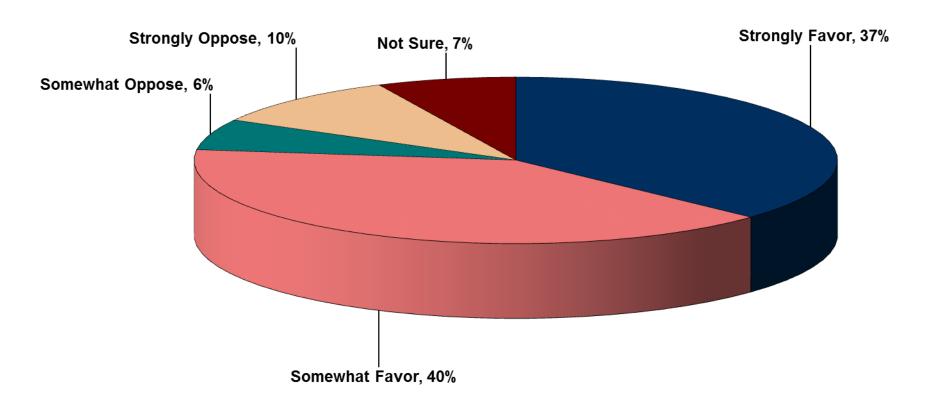


Heard about City of San Diego Water Purification Demonstration Project



Opinion about Water Purification Demonstration Project

(scale: 1 = Strongly Favor..4 = Strongly Oppose--mean = 1.87)



City of San Diego Survey Respondent Demographics		
Demographic Characteristic	2011	2004
<u>Gender</u>		
Male	45%	51%
Female	55%	49%
Median Age (Years)	48	47
Median Number of Years Lived in Community	22	22
Highest Grade/Level of School Completed		
High School or Less	27%	16%
Some College	28%	32%
Bachelor's Degree	28%	25%
Some Graduate School	17%	27%
Ethnicity		
White	53%	63%
Latino/Hispanic	28%	17%
African-American/Black	8%	7%
Asian/Pacific Islander	7%	9%
Native American/Mixed	4%	4%
Median Household Income	\$52,200	\$57,700
Home Ownership Percentage	62%	70%
Type of Housing		
Single Family Detached	60%	
Condominium	18%	
Apartment	20%	
Mobile Home	2%	
Mean Number of Persons per Household	3.02	2.75
Major Residential Zip Codes		
92105	7%	5%
92114	6%	- - 13
92129	6%	6%
92154	6%	5%
92115	5%	6%
92128	5%	2,3
Pay Own Water Bill	72%	69%